

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS, 16 SPRUCE ST., NEW YORK.

VOL. IV.

NEW YORK, APRIL 1, 1891.

No. 13.

One Way. A True Story.

A little time since a customer obtained our price for a **42** line advertisement, **every other week**, for **one year**.

Because of a lower offer the order went to another agent, who has placed it in the papers for **40 lines, 24 times**, (instead of 26.)

Probably the advertiser is happy—"ignorance is bliss;" but if the percentage lost in the service is greater than the difference in the bids, it is not economy.

Honest Service

Is *always* cheapest for the advertiser, and in the long run best for the advertising agent.

Some advertisers, and more advertising agents, do not seem to think so, however.

N. W. AYER & SON,
Newspaper Advertising Agents,
PHILADELPHIA,

\$2400

WILL INSERT

Two Inches Six Months

IN THE ENTIRE

Atlantic Coast Lists

OF

1400 LOCAL PAPERS.

Copy may be changed weekly.

If electrotypes are used but one is needed for the entire combination.

Files can be examined at our office.

Between five and six million people read these papers weekly.

This price is per paper for the but a trifle over cents per paper



less than \$1.72
six months, and
six and a half
per week.

56%

Of these Papers are the
ONLY Publications in
their respective towns.

56%

ATLANTIC COAST LISTS,

134 LEONARD ST., NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1890.

Vol. IV.

NEW YORK, APRIL 1, 1891.

NO. 13.

"A SWORN CIRCULATION."

By a Notary Public.

"This paper has a sworn circulation of _____ copies." Sure enough, an affidavit executed by the publisher before a notary public is conspicuously displayed, giving daily or weekly issues, as the case may be, from which the gratifying average is made up.

Some men like to swear—before a notary, I mean. Other men have a fondness for affidavits and look upon them as something quite apart from and superior to ordinary statements, merely signed and having no "jurat." Notaries also have a weakness for swearing—other people, for to do so means emolument in the shape of jurat fees. Hence the practice of swearing to newspaper circulations is one commended by the satisfaction and gratification mutually afforded by it to sundry classes of good people.

There are men, and there are also women, who feel the need of curbing their tongues or imaginations by a professional visit to the notary whenever they wish to be very, very exact and truthful. If there are any such among newspaper publishers, the circulation oath has its uses. There are likewise men, and I might add women, who feel themselves free to doubt or question whatever is not fortified by an oath taken under the forms, if not under the requirements of law. For such the circulation oath is a serviceable thing. As to its legal effect, that is quite another matter.

An advertiser, damaged by reliance upon a false or erroneous statement of circulation, has precisely the same rights and remedies whether the deceptive or misleading statement was or was not made upon oath. Unless a circulation oath is made under circumstances wherein the law requires or authorizes the oath, a circulation ex-

pander incurs no legal penalty for false swearing. As a proposition in ethics, it may be confidently asserted that a publisher who is not to be trusted upon his plain word of honor will hardly be improved by going through a ceremony that he doubtless knows to be void of terror to the misdoer. It is probably from such considerations that the publishers of the American Newspaper Directory content themselves with asking for signed statements of newspaper circulations, and add: "Sworn statements and printed affidavits are not specially valued."

A notary public is not invested by law with power to verify or attest the circulations of newspapers for the general information or use of the public. By the law of nations legal validity is given to his acts and attestations in a variety of matters connected with commerce and navigation. By the statute law of the United States and the several States of the Union many other powers are conferred upon him. Where he administers an oath in pursuance of his powers under international or statute law, the making of a wilfully false oath usually amounts to legal perjury by the offender. In other cases his administration and certification of an oath is simply an extra-official act, and leaves the matter, legally considered, just as it stood before.

With this statement of the law of the case, it only remains to be said that circulation affidavits are purely a matter of taste or feeling with the publisher, the advertiser and the notary. The latter is amply justified in administering and certifying the non-effective circulation oath by the consideration that the affidavit maker, or the affidavit reader, or both, may in some indirect way be honestly benefited by the proceeding.

FRANK B. MARLOW.

MAGAZINE ADVERTISING.

By J. F. Place.

Magazine advertising has become very popular among advertisers within a few years. Possibly it may interest the thousands of advertisers who read PRINTERS' INK weekly to know what kind of goods are advertised in magazines and to what extent.

In looking over the current (March) issues of the three leading magazines, the *Century*, *Harper's* and *Scribner's*, I am able to tabulate the following classes of advertisements, with the amount of space in pages and fractions of a page taken by each class in each of the three magazines:

It will thus be seen that fourteen of the different heads of the principal goods advertised (those marked by a *) may be classed as non-consumptive, such as decorated articles, furniture, lamps, furnaces, machinery, pianos, bicycles, etc. In other words, these articles differ from soaps, medicines, baking powders and such, in this important particular—they are bought and kept; the latter (without the *) are bought and consumed, and the customer, if impressed favorably with the goods, buys again and again.

The non-consumptive articles advertised occupy nearly thirty-nine pages of the *Century*, and about thirty each of *Harper's* and *Scribner's*, averaging

ARTICLES OR TRADES ADVERTISED.

	SPACE TAKEN IN PAGES.		
	<i>Century</i> .	<i>Harper's</i> .	<i>Scribner's</i> .
*Art Decorations, Wall Papers, Lamps, Ceilings, Floors, etc.	23/8	13/4	11/2
*Art Glass, etc.	1/4	4/8	1/2
Watches.	1/4	...	1/2
*Water Filters, Screens, Household Utensils, Bird Cages, Lamp Chimneys, Blinds, etc.	19/8	13/4	21/2
*Bank and Office Furniture, Cash Registers, etc.	21/2	1/4	1/2
*House Designs, Roofing Paints, Varnishes, etc.	3/8	4	31/2
*Furnaces, Heaters, Grates, Ventilators, etc.	41/2	31/4	17/8
*Machinery, Ore-Breakers, Tools, etc.	1/2	1/4	1/2
*Yachts, Guns, Fishing Rods, etc.	11/2	1/2	1/2
*Bicycles, Cameras, Telescopes, etc.	57/8	31/2	4
Seeds.	13	10	71/2
Medicines.	21/2	91/2	71/2
*Carriages, Harness, Saddles, Horse Nails, etc.	13/8	13/4	11/2
Fancy Live Stock.	1/4	1/4	...
Personal Apparel, Corsets, Shoes, Dry Goods, Dress Forms, Linens, Collars and Shirts.	61/2	47/8	51/2
Cocoa.	41/2	41/2	41/2
Soaps.	1/2	31/2	4
Publications.	101/2	21/2	91/2
Schools.	1/2	11/2	2
Foods, Soups, Baking Powders, Extracts, etc.	51/2	61/2	51/2
Wines.	1/2	11/2	11/2
Mineral Waters.	51/2	21/2	...
*Pianos and Organs.	41/2	21/2	2
China, Glass, Porcelains, Pottery.	1/2	11/2	1
*Silver Ware.	31/2	31/2	21/2
*Porcelain Bath Tubs, Closets, etc.	1/2	1/2	1/2
*Refrigerators, Freezers, etc.	1/2	1	1/2
*Furniture, Bedsteads, Carpets, etc.	17/8	11/2	...
Toilet Articles, Cosmetics, Perfumery.	31/2	31/2	11/2
Insurance.	1/2	2	11/2
Art Publications.	1/2	1/2	1/2
Stationery, Paper, etc.	21/2	21/2	11/2
*Typewriting Machines.	3	21/2	21/2
Real Estate, Investments, etc.	1/2	2	11/2
Railroads.	1	1	1
Advertising Writers.	11/2	1	1
Miscellaneous.	47/8	21/2	31/2
Total pages of advertisements.	1061/2	911/2	881/2

I have left out in my calculations the advertising pages in all of the magazines used by different publishers of the same for their own announcements.

over one-third of the whole—a much larger proportion than will be found in newspapers. Deducting the publication and seed advertisements, and the

non-consumptive articles advertised will average nearly one-half of all the rest. If the reader desires to draw a comparison let him examine a few newspapers; he will find consumptive articles make up the bulk of newspaper advertising. Especially is this true of newspapers outside of the large cities, and of what is known as "foreign" advertising.

The space taken for cocoa exceeds that of soaps, while the cocoa and other foods combined take 50 per cent more space than claimed by all the medicines. Seeds lead the list in the amount of space occupied, aggregating over thirty pages in the three magazines, and these seed advertisements contain more words to the square inch than anything I know of except a polyglot bible. They seem to be specially intended for people with microscopic eyes.

In looking over the advertising pages of these magazines it will be noticed that many of the largest advertisers do not advertise to any general extent in the newspapers; such, for instance, as the numerous furnaces, house-heating and ventilating appliances, wall decorations and ornamental floors; Haviland's china and porcelains; Koch & Co's, McCreary's, Le Boutillier Bros', and O'Neill's dry goods houses; the Gorham Co's, Ovington's and Johnson's silverware, McCutcheon's linens, Murphys' varnishes, Ausable and Putnam horse nails, metal roofing, etc. Some of these advertise in the New York dailies, the dry goods firms principally.

Some old-time advertisers I do not find in the magazines, noticeably the sewing machines, Waltham and Elgin watches, etc. I also miss from these issues Spaulding's outfits and athletic goods, Pillsbury's flour, Ferris' hams and Dr. Scott's electrical appliances; Tarrant's seltzer, Johns' asbestos and Gaskell the penman, with the portrait of his latest convert showing his signature in *fac-simile* before and after taking lessons, with the plainer and better signature always before he learned the flourishes and lost his individuality; Redfern, the gown-maker, Williams' shaving soap and Putnam horse nails, I don't find; and the Dixon Co's lead pencil holders, the bashful youth and wide mouthed maiden—other women's twins—have evidently gone on a vacation.

A good number of these missing yet well-known advertisers may be found in preceding issues; many of them in December, which was a red-letter number with most of the magazines. In the *Century* for December last there were 133 pages of advertisements, while *Scribner's* and *Harper's* had 117 and 113 pages respectively. I might add that publishers' advertisements figured largely in those issues; *Scribner's* having 33 pages, the *Century* 24 and *Harper's* 14, of such advertising as a part of the above aggregate number of pages given for each. They were not, however, the advertisements of the different publishers in their own magazines (those I have left out altogether) but were the announcements of other publishing houses.

Most new things advertised are started in some one of the magazines after an illustrated notice, perhaps, and short run in the class journal representing the trade to which it belongs. From one magazine is an easy step to others; from there they go to a few leading household journals and perhaps a spurt in two or three large dailies. If the article is one of general demand and has capital behind it, the co-operative lists and leading newspapers of the country are then given a trial.

Many articles advertised, however, never get beyond the trade paper and the magazines, especially if belonging to the non-consumptive class.

The advertising departments of all these magazines are a prominent feature of the periodicals. The setting and display of the advertisements, especially those of the three I have noted, are models of typographical art; many of them also are models of skill, brevity and excellence in composition. They are a good study for all beginners in advertising.

THE advertiser gets more for his money now than formerly, because the greater attractions of the newspapers increase the number of newspaper readers, and, besides, the newspapers are read more thoroughly now than ever before. The advertising columns are an interesting feature of well conducted newspapers, and are read about as generally as the news columns.—*Savannah (Ga.) News.*

A FURRIER once advertised: "Capes, victorines, etc., made up for ladies out of their own skins."

STRAY SHOTS.

By Artemas Ward.

It is much to be regretted that the business of advertising is so generally run by guess-work. Yet it is a relief to look at the old and honorable profession of farming as a parallel. The great world for almost countless ages had drawn its supplies from the fields without an idea of scientific farming, or of the necessity of manuring the soil, just as the great commercial world had drawn its profits out of its business transactions for ages without realizing the desirability of public announcements, or regulating some scientific system for its methods of publicity. Scarcely one hundred years ago, the philosopher Franklin found that lime was necessary to certain soils, and in order to practically demonstrate to his rural neighbors the discovery which he had made, he planted wheat in two fields adjoining one another, and put up signs by the road-side, "This field is limed," "This field is not." As the grain grew the wonder grew, and the lesson was firmly impressed on the minds of the farmers. Doubtless they did as countless advertising men do, rushed off and put lime on fields that did not need it, just as some men assert that they advertise "on general principles." But farming to-day is conducted on scientific principles; soils are analyzed, and it is discovered that one field needs short manure, and another long—this soil needs phosphate, that soil requires ammonia. The farmer of to-day is a greenhorn who does not know which are the best manures for each particular crop. Let us live in hope! Advertising is not as old as farming and may come to an intelligent system in less than a thousand years.

* * * * *

I have heard a great deal about accumulating compound interest. Let us consider a moment accumulative profits. If \$100,000 a year is spent in advertising an article, it is true that in ten years a million will have been spent. It is equally true that the compound interest on the first \$100,000—at 6 per cent—will in eleven years have made it \$200,000. But if the business pays 25 per cent, and \$100,000 a year is spent in accumulating an annual growth of \$100,000 in sales, it will appear to a novice in trade that at the end of the first year the value of the goods up to 75 per cent of the outlay has been

thrown in the sea. But if the advertising is kept up, and the growth a continuous one, it will take just four years to recover the original outlay; in the fifth year the continued sale of that portion of the business will realize 5 per cent interest on the entire outlay, while the sixth year and all thereafter will pay 25 per cent on the original \$100,000 which was expended for advertising.

* * * * *

Few men have the courage or patience to conduct a business for five years, in the expectation of an ultimate profit, yet the greatest successes have been made by just such courage and by greater patience. Men prefer to figure the simple and low interest of the present, rather than to build deep foundations on which to erect a far nobler and more profitable success in the end.

* * * * *

Inconsistency — thy modern name is Advertising. The loudest outcry against sample copies of newspapers comes from drug houses who issue more gratuitous matter than any other class of advertisers. Almanacs may be excusable, as it is presumed, however falsely, that they are kept all the year; but as a rule the house-to-house distribution of pamphlets is not equal in effect to a mammoth distribution of a creditable newspaper. Take a sample copy of the *Ladies' World*, or the *Ladies' Home Journal*, brought by the postman under a wrapper addressed to the householder, and put it in competition with a thirty-two-page, four-by-five pamphlet, thrust under the door and picked up by the servant. Cost of pamphlet and expense of distribution would equal half a cent per house, and at that rate it would be equivalent to spending \$2,500 in a paper which has 500,000 issue. More than this, the newspaper advertising could be divided up in thirty-two separate advertisements, instead of being thrust under the door at one pop. Many people think advertising is a lottery. In countries where lotteries are prevalent it is the custom to buy eighths and sixteenths of different tickets rather than invest the entire sum on one stake. If advertising is to be considered a lottery, I recommend the division of the pamphlet to thirty-two parts.

♦ ♦ ♦

ONE hundred and twenty-five years ago there were but four newspapers in the United States.

KEEPING IN TOUCH WITH BUYERS.

By J. C. Blair.

Sometime since the editor of PRINTERS' INK asked me, as a representative manufacturing stationer, for a few words on my advertising experience. The article by Mr. Kennedy, in the number of March 18th, brings to my attention so many things that are so identical to my own experience that I took great pleasure in reading it and take this opportunity to thank him.

To start with, I have always felt the absolute necessity of being in touch with the trade I wanted to sell goods to, and to whom I should direct my advertising; for the business we have developed has been done outside of the beaten track of newspaper advertising, but it had been printers' ink simply in another form. This close connection or touch, or the mutual interest of buyer or seller, or whatever you may call it, I find I can only get and hold by opening my own mail. I find it the first thing in the morning piled upon my desk properly stamped, showing date of arrival, sliced, and salesmen's business separated from the other by use of special envelopes.

It takes time to do this, but it is the most enjoyable part of my work. I sometimes think that some one else could do it, and simply separate and distribute it as I do myself to the cash clerk, the bookkeeper, the shipping department, the credit clerk, the stenographer who has charge of complaints, shortage, or delay in transportation, to the manager who has charge of general business, etc. But by doing it myself I need no reports. I know, because I do know, how each salesman is doing as to keeping up his aggregate of orders and keeping down his ever swelling expenses. How mail orders are coming in, how cash is showing up, how this and that draft has been returned, dishonored or gone to protest, how this invoice has been shipped in or how that has not for some reason or other. Often the whole morning is gone with simply disposing of the mail, but I know all about my business for that day at least; I am in shape to tell the head of each department in a few words what to do and what not to do, and when any one comes for information or direction I am likely able to give it in a few words.

But my greatest satisfaction is that I am loaded up for advertising. If some one would ask me what part of your own work do you do, I could truthfully tell him open and distribute my mail and attend to the advertising. After I get what information I want from my mail some one else can attend to it in all its details, but I find I must do the bulk of my own advertising.

It is not from any peculiar qualification, possibly, although I have endeavored to cultivate a quality to recognize a good thing when I see it, but because my experience with my mail puts me in touch with my business, having absorbed all the points—what I want to do; what I want to avoid; what class to reach; how best to reach them; what to sell them, etc. I might tell a writer of business my experience but I fear it would not warm him up to the occasion; possibly too it might be different if we had but one thing to advertise or but one section to cater to; but it is not so, our list is a long one and it needs attention all along the line, especially any weak places where we have too much stock, and the goods made with reference to sale in the South don't fill the bill and it is almost useless to spend money to advertise them in New England or Canada. Of course, in many things I merely map out the work, in others I stand by it and work out details; in doing this I am somewhat criticized:

"You go into details with your mail and your advertising; why not turn it over and take things easy; it keeps you too busy."

No man has any right to be at the head of a growing concern unless his happiness is in being busy, and as to details it is my best insurance. No man can cut into my business or take it away from me unless he gets down into it and all its details just as I have done in all the growth from a couple of men to a couple of hundred, and even then it is only a fair fight. Without my knowledge of the details I would consider that any man with five dollars more capital than I had would be in position just to the extent of that \$5 to do the business better than I could. These same details are but another name for being in touch with your business and consequent conditions for attending intelligently to your advertising.

WESTERN REAL ESTATE ADVERTISING.

By R. M. Tuttle.

In the booming towns of the West, advertising is more of a hit or miss game than in the Eastern cities, where business of all kinds is down to a standard basis. In the large cities where the dry goods men and other store-keepers advertise regularly their daily specialties, they know that that is the only way to secure and retain their business. The manufacturers of specialties of a medicinal, saponaceous or comestible character, who have obtained admittance for their wares into every home of the land, know to a nicety what advertising means to them.

But in the growing cities of the West, where 75 per cent of the advertising received by the newspapers is of the kind to boom town lots, a good many thousand dollars are expended recklessly and wastefully every month for printers' ink. Men who bought "dirt" on the "ground floor," and are making money rapidly, are willing to give some of it to the newspapers, and they make their donations under the guise of advertising.

The advertisements that are concocted to call attention to Smith's addition to a prosperous town have their effect. They doubtless bring custom to Mr. Smith, who does the advertising. But as I have read the large, poster-like advertisements that appear in the local papers published in these towns, I have wished that the men who write and set up in type these dreary pages had taken a lesson or two in the advertising school to which PRINTERS' INK belongs. It would seem that the real estate vendor of such towns as Duluth, Tacoma and Seattle pays more attention to the proper grooming of his horses that show the prospective customer around than to the preparation of his advertisements. His groom is an expert in his line. His advertising is written by his office-boy. I don't want the writers of the real estate advertising in the West to plagiarize the ideas of the writers for PRINTERS' INK, but there are scores of brilliant ideas in the columns of this journal that might be appropriated with advantage to the setting forth of the advantages of one set of town lots over some others.

It is safe to say that the man who, in these growing towns, first departs from

the beaten track of trite mediocrity, will reap a harvest from his advertising that will be the envy of his less enterprising competitors. Let these real estate men hire advertising experts, and then they will get far more for the thousands of dollars which they expend for advertising than they now do.

ADVERTISING BY MANUFACTURERS AND WHOLESALERS.

NO. II.

By Allston C. Ladd.

It is from the class of manufacturers or wholesalers selling but a few customers that one frequently hears the remark that "Advertising will not sell goods; my salesman must see the customer to make the sale, even if I do advertise."

How many first sales are made in any business without the dealer or his representative meeting the customer? In the retail trade it is the almost invariable rule that the seller meets the purchaser. "Yes, but that is different," he will reply; "the customer comes to the store, while we have to go to the customer." What brings the customer to the store? Advertising, most assuredly, or prosperous firms would long ago have ceased to employ it. And what is the difference between advertising to people whom you cannot sell unless they come to you, and advertising to people whom you choose to subsequently visit? There is none, except your one great advantage that the retailer cannot make the sale unless the prospective customer calls off his own volition, while you follow up your man and adjust yourself to his convenience. Advertise in neither case and your traveling salesman is in the same position as the clerk behind the retail counter; and in either instance you lose the decided advantage of the previous knowledge, on the part of the prospective purchaser, of your firm, business, goods and prices. For it must not be presumed that the average manufacturer is more thoroughly known to the trade throughout the country than the average store to the residents of any city. And even then inadaptability in the salesmen, goods or prices can defeat either sale.

Carry it further. Are not polite treatment, honest goods and fair prices as much of a hold upon a retail customer's regular trade as the same

qualities in your traveling salesmen and goods? And if those qualities can be made to hold business in the wholesale trade, why not in the retail trade? Is a green salesman any more efficient in one trade than the other? Is an experienced salesman less efficient? Does the dealer buy stock of the first salesman who comes along any oftener than the retail purchaser takes the goods at the first store visited? Is it not a fact that the last store visited is the one where the sale is made, and that the dealer is often "not ready to buy," but really waiting to see several of "the boys'" samples before he does buy? Why does the retail customer inquire for particular goods at a particular store? There are other stores, just as well known, that keep the same kind of goods. Why does the dealer wait to see a particular line of samples from a particular house? He has already been shown the same kind of samples from just as good a house. Possibly it is advertising that incites the inquiry of the retail purchaser; it is just as liable to be advertising that causes the dealer's action. You admit that it is advertising that makes the retailer's business; what logic have you upon which to deny that it will make the wholesaler's business?

And actually does the manufacturer who is desirous of selling only jobbers employ advertising at a disadvantage in comparison with the manufacturer catering to the retailers? Take the shoe business. There is no manufacturer who makes so complete a line of goods that he can stock any retail store in the country, and many manufacturers could not even supply a single want of every retailer. If his price is right, the material, quality, style or workmanship of any of his lines may not just fit the retailer's want; or everything may be right except the price, which, satisfactory in one section of the country, is too high for another. He may be able to sell all around a particular retailer, and yet not meet his requirements. Yet that retailer, and many others, is a regular reader of his advertisement. Neither can this manufacturer for the retail trade reap direct benefit from the copies of the publication that go to other manufacturers, or to the jobbing and certain other branches of the shoe trade. Like all advertising manufacturers, the man who wishes to sell only

jobbers, or a certain class of trade, must use a publication a considerable part of the circulation of which has not full value for him. But in view of the fact that his average sale is equivalent to several sales to a retailer, the fact that but a small per cent of the paper's readers are his possible customers still leaves him on a par, as regards business results, with the manufacturer who sells to retailers, and whose business connections are more numerous. He has as good an opportunity of securing the trade of certain per cent of the jobbers as the other manufacturer has of securing the trade or the same per cent of retailers. And that is all he wants.

It is only by some such argument that a class of possible advertisers can be made to understand that they are not paying an undue price for advertising. It is sometimes necessary to establish an individual kindergarten for each (hoped for) advertiser, and to so grade the children in classes that the lessons may not be too difficult. Some men will accept electricity, theology and a lot of other things upon the say-so of anybody, but will stand around and watch the advertising success of others, and emit nothing but a great big "Why?" as an answer to every argument. If they had not accepted the use of electricity and the theories of theology upon the knowledge and experience of others they would now be going to bed when it becomes dark under the table and wallowing in uncertainty as to their future disposition. But when it comes to advertising—"Oh, I had a card in the paper once. Run it three months and it cost me forty dollars. Didn't do no good."

Probably if he had advertised mosquito hides or steel steamships given away to children he might have received some replies and have sold some of his regular goods. But he had a card, and it cost forty dollars.

Bah!

All of which is upon the supposition that the manufacturer wants customers. If he does not, by all means he should not advertise.

HALF the misery of human life might be extinguished would men alleviate the general course they lie under by mutual offices of compassion, benevolence and humanity.—*Spectator*.

MONEY THROWN AWAY.

In this age of advertising what an amount of money is absolutely thrown away by the use of expensive and ineffective modes of reaching the public. No better proof of the recognition of this is needed than to note the fact that the leading cigarette makers have signed an agreement to discontinue the use of the fancy colored lithographs and cards which they have so long used extensively. It will not be long before the same plan will be followed by advertisers who now make a practice of sending out elaborately constructed calendars, for they cannot but see that at least 90 per cent of their money is wasted. This is due to the fact that there are so many firms using this means of advertising that every office in the land is flooded with them, in all styles, shapes and sizes.

The writer has before him not less than thirteen calendars for the year 1891, all of which have been sent unsolicited and of which no more than three are of any use to him or the other people occupying the office. These calendars are so elegant in design that many may be classed as works of art, but owing to their being so numerous the effect that advertisers intended is wholly lost, for they soon become soiled and ultimately find their way to the waste-basket, without accomplishing the object intended, which was to keep the business of the advertiser before the writer's eye for a whole year. The expense incurred to do this has been in the aggregate from \$1.75 to \$3.00, as the first cost of the work was from four to thirty-five cents each, to which may be added the cost of distribution.

The same rule may be applied to the flaming lithographs of women and children whose beauty is chiefly imaginary and whose costumes are, what little there is of them, made attractive by conspicuous draping and plenty of red in the brush. The day is rapidly approaching when this means of advertising will also be discontinued and advertisers will recognize the fact that plain printers' ink is after all the most effective means of reaching the public, and the most enterprising advertisers are now offering prizes for the best written advertisements for their special lines of business. In this connection we may also add that the idea that an advertisement must occupy a full or

half page is being discarded, for the more intelligent advertisers have discovered that quality, not quantity, is what wins, and that a well-written advertisement of reasonable size, in an eight-page issue, is far more effective than the full-page poster in the blanket sheet forty-page Sunday edition of a daily, the very size of which overwhelms the average reader so thoroughly that he consigns the major portion of it to the waste-basket without examination.—*O. Kling, in the Denver Road.*

STRIKING ADVERTISEMENTS.

A certain advertisement, printed fully ten years ago, is still recalled as having been to this effect :

"Two-thirds of your life is spent in your clothes. Why not have comfortable clothes?"

It was a truism, of course, but put in that form and with the "two-thirds" printed boldly as a fraction, it was peculiarly striking. Another design in the same line gives a back view of a flying swallow attired in a swallow-tailed coat. Here the element of grotesqueness aids the effect. In fact, it is a favorite device of the advertising artists to robe animals in human raiment.

Still another grotesque effect shows an owl attired in a new bargain overcoat, sitting on a tree limb, entirely indifferent to a falling snow. Undoubtedly pictures well drawn and printed have their use in the art of publicity, and the time may come when they will have a much wider use, as will possibly be the case with them also in the news columns.—*Philadelphia Ledger.*

CLASSIFICATION'S VALUE.

In the old-fashioned days "the top of a column" was every man's ambition. In the new order of things that state of affairs, which drove many a foreman prematurely gray, has given place to more rational views. The value of classification into departments has come to be recognized as paramount. Advertisements are now classified more thoroughly than ever before, and in many cases there is also a conspicuously printed index. Thus, while papers have increased vastly in size, it is possible now to find a two-line notice without a hunt.—*Philadelphia Ledger.*

GEORGE W. ELLIOTT.

ROCHESTER, N. Y., March 19, 1891.

Editor of PRINTERS' INK:

Believing that you will be deeply interested, I enclose some newspaper clippings concerning the death of George W. Elliott, whose modest "I Write Adv'ts" has been a familiar feature in the columns of PRINTERS' INK for many months past. Mr. Elliott was a remarkable man. Attacked in the prime of life by a complication of diseases that would have made nine out of ten ordinary men give up in despair from the start, he looked death squarely in the face, day by day, and died fighting. He knew for more than two years past that there was absolutely no help for him, but his cheerfulness never forsook him, neither did he give up his work—he died by inches, pen in hand. His mental vigor was remarkable, and it seemed as if disease could never dim his bright intellect. For a long time past he has been confined to the house, and there I have seen him hardly able to sit up by reason of the pain he was suffering, yet busily writing and planning "ads." His thoughts were for his loved ones, whom he could not bear to leave unprovided for, and like Phil Welch, he labored for them to the end. Some of the brightest and best work of his life as a writer of "ads" and an originator of ideas, was performed on his death-bed. When he became too weak to write, or even to sit up, he dictated to others. Only yesterday I saw in the papers some very clever work that none of the readers who casually glanced it over could have guessed came from the busy brain of a dying man.

A volume might be written of the fortitude he displayed during his illness. One of his troubles was Bright's disease of the kidneys, and, would you believe it, he wrote advertisements for a celebrated kidney and liver cure and showed up its good points so strongly and reasoned from the testimony of others so logically that I doubt not he brought hope and comfort to thousands of other invalids, although he knew himself to be doomed. He had long been noted for the beautiful manner in which he could frame expressions of sorrow, memorials, or resolutions of condolence, on the death of others, and I remember that several times he was called upon to render this service by his colleagues who could not realize that he would never get well again. One of those occasions was the death of Patrick Barry, the great nurseryman; another, and a very recent one, was the death of Alfred Wright, another prominent citizen, and both very dear friends of his. All alone, at dead of night when other men slept and he was awake with pain, he wrote a tribute to them. It was a pathetic sight—the dying eulogizing the dead. Who but George W. Elliott could have done it?

Peace to his ashes! Long will his memory be held in loving remembrance by every one who knew him. WILLIAM MILL BUTLER.

WHAT WOULD HE HAVE DONE?

Editor of PRINTERS' INK:

"Stray Shots" are always interesting, and what is more, instructive. One of the "Shots" details Mr. Ward's experience as a publisher, when he offered to each of ten large advertisers space in his own paper at "one-fifteen cent of one cent per line for each thousand of circulation," and not one of the ten paid any attention to it, although the "circulation was guaranteed plainly." Mr. Ward evidently wrote these statements and arrived at his conclusion, while seated in the editorial chair,

Now, will not Mr. Ward, to further instruct your readers, go from his editorial chair to that occupied by the very successful and acknowledged expert, the advertising manager of "sapio," and while there, tell us in a forthcoming issue if in that capacity he would have paid any more attention to a similar offer made to him by another editor or publisher than did any of these ten advertisers to his own proposition? And if the communication would have been treated by him as they treated it, will he also tell us why such apparently favorable propositions are so uniformly ignored. We have heard from Dr. Jeckyl, now let us hear from Mr. Hyde.

INQUIRER.

THE ADVERTISEMENT WRITERS' CLUB.

LADD & COFFIN,
Proprietors & Manufacturers of
Lundborg's Perfumery,
NEW YORK, March 20, 1891.

Editor of PRINTERS' INK:

Your comment on the proposition of Mr. Desmond Dunn to form an "advertisement writers' club" is to the point and timely. I don't know whether I would be eligible under that head, although I do get up a few "ads." for our own use, but advertising managers could well be included, and they are generally nice fellows, with *some* brains.

Sincerely hoping the idea will not be allowed to lose itself, and that your valuable little paper will stir up the bashful brotherhood of advertisers and writers,

W. S. DOUGLAS,
Manager Advertising Dept.

FOR SALE.

Advertisements under this head 50 cents a line

15 TONS of Premiums sold in Feb. EM-
PIRE PUB. CO., 66 Duane St., N. Y.

MINERAL SPRING SANITARIUM. Part-
ner or buyer wanted. Address "E,"
care PRINTERS' INK.

FOR SALE—Printing Plant. Income \$1,500
per year. Albany, N. Y. Address "C."
Terms, half cash. Care PRINTERS' INK.

PAPEL partly or wholly printed, make-up
etc., as you order. Daily, weekly or occasional
issues. Union Pig. Co., 15 Vandewater St., N. Y.

DAILY AND WEEKLY PAPER, live West-
ern city of 20,000. Large job office and
bindery. Must sell on account of owner's
removal. Exceptional price and terms.
"N. D. H." office PRINTERS' INK.

3,500,000 NAMES FOR SALE. Heads of families. Secured in 1890. Will sell names by States if preferred. Prices reasonable. Address T. ARTHUR JONES, care PRINTERS' INK.

FOR SALE—The entire or one-half interest
in the leading Daily and Weekly Demo-
cratic Paper of one of the most prosperous
towns in New York State. Parties who are
unable to pay at least \$2,000 in cash need not
apply to "B. F." care PRINTERS' INK.

WE have prepared a LIST of ONE THOU-
SAND NAMES and ADDRESSES of
parties who have expressed an extra earnest
desire to become agents. These names have
been carefully sorted. ONE DOLLAR se-
cures the list. E. M. SWAN, Spring Lake,
N. J.

IIF YOU WANT TO SELL your Newspaper
or Job Office, a Press, or a Font of Type,
tell the story in twenty three words and send
it, with two dollars, to the office of PRINT-
ERS' INK. If you will sell cheap enough, a
single insertion of the announcement will
generally secure a customer.

PRINTERS' INK.

WANTS.

Advertisements under this head 50 cents a line.

BISHOP'S "Practical Printer" now ready.
B200 pp., \$1.00. H. G. BISHOP, Oneonta, N.Y.
NOVELTY MFG'S and Pub. mail me cuts
 and lowest prices of reliable, mailable
 articles for new cat. A. B. MOORE, Pub.,
 Castleton, N. Y.

CANVASSERS wanted to secure subscrip-
 tions for PRINTERS' INK. Liberal terms
 allowed. Address Publishers of PRINTERS'
 INK, 10 Spruce St., New York.

WANTED TO BUY—TWO SMALL JOB
 PRESSES and such TYPE as would be
 necessary for printing envelopes and circula-
 lars. JOSEPH KNEIBE, Fourth and Patee
 Sts., St. Joseph, Mo.

AGENTLEMAN, successful in introducing
 Specialties to Drug and Grocery trade,
 expert in advertising, would engage with
 firm of capital and courage. Controls the
 sale of splendid remedy, partly established.
 Look Box 98, Philadelphia.

ADVERTISING CANVASSERS, experienced
 in getting business for Trade Journals,
 wanted for first-class export paper. No one
 who is not a hustler with good references
 need apply. References required. Address
 "PAN-AMERICAN," care P. O. Box 1768, N. Y.

CANVASSERS—Advertising canvasser, ex-
 perienced in getting business for trade
 journals, wanted for first-class export paper;
 no one who is not a hustler with good ac-
 quaintance need apply; references required.
 Address H. P. HUBBARD, 25 Broad St., New
 York.

To a party who can invest \$5,000 a rare op-
 portunity is offered to secure an equal
 interest in a well established and prosperous
 Weekly Trade Journal in the leading Western
 city. The leading Industrial Journal of
 the Great West, North West and South West.
 Investigation is solicited. Address "N. E.",
 Box 1288, Denver, Colo.

EVERY ISSUE OF PRINTERS' INK is
 religiously read by many thousand
 newspaper men and printers, as well as by
 advertisers. If you want to buy a paper or
 to get a situation as editor, the thing to do
 is to announce your desire in a want adver-
 tisement. Any story that can be told in
 twenty-three words can be inserted for two
 dollars. As a rule, one insertion can be relied
 upon to do the business.

WANTED—Situation as editorial or mis-
 cellaneous writer on live journal. Three
 years' experience. Advertiser subject to
 spurts of genius, the duration and frequency
 of which are dependent on salary and other
 comforts. Equally brilliant in pathos and
 humor as descriptive writing. Keenest sarcasm
 furnished at high-pressure rates. Samples
 of work properly attested, on demand.
 Address "CURIO," care PRINTERS' INK.

♦♦♦
SPECIAL NOTICES.*Advertisements under this head, two lines or
 more, without display, 50c. a line.***A**LLEN'S.**A**GENTS' GUIDE.**20TH CENTURY.****A**LLEN'S MILLION.**N.** Y. Argosy, 114,000 w.**A**LLEN'S LISTS—Results.**F**ARMERS' CALL, Quincy, Ill.**T**HE MEDICAL WORLD (Philadelphia).**B**APTIST AND HERALD, Dallas, Texas.**L**EVEY'S INKS are the best. New York.**A**GENTS' HERALD, Phila., Pa. 15th year
 \$8,000 monthly.**T**HE GRAPHIC, Chicago, "the great Western illustrated weekly."**T**HE GRAPHIC, Chicago—Most value at
 least cost to advertisers.**B**RIGHIT, clean and reliable is the SAN
 FRANCISCO BULLETIN.**A**COMPLETE Family Newspaper. SAN
 FRANCISCO CALL Estab. 1883.**C**IRCULAR DISTRIBUTING AGENCY.—**F. S. MERRELL**, Shushan, N. Y.**A**GENTS' names \$1 to \$10 per 1,000.**A**GENTS' HERALD, Phila., Pa.**S**AN FRANCISCO WEEKLY CALL and
 BULLETIN cover the Pacific Coast.**L**ARGEST evening circulation in Califor-
 nia—SAN FRANCISCO BULLETIN.**L**OUISVILLE COMMERCIAL—Only 2 cent
 Morning Daily published in Kentucky.**P**ROSPEROUS, intelligent people reached
 by the SAN FRANCISCO BULLETIN.**M**OST "Wants," most circulation, most
 adv's. SAN FRANCISCO CALL leads.**T**HE ADVERTISER'S GUIDE—Mailed free
 by STANLEY DAY, New Market, N. J.**H**IGH grade, pure tone, honest circulation.
 None better. SAN FRANCISCO CALL.**N**EWSPAPER CLIPPINGS of any subject.
 Nat. Press Cutting Bureau, Yonkers, N. Y.**L**IVE Weekly or Semi-weekly LETTERS.
 Correspondent, Box 670, San Antonio, Tex.**5,0063** D.; 57,742 S.; 22,846 W.; circu-
 lation SAN FRANCISCO CALL.**S**END ten cents for copy of "THE COL-
 LCTOR," the great business paper of Detroit,
 Mich.**P**ATENTS for inventors; 40 page book free.
 W. T. FITZGERALD, 800 F St., Washington,
 D. C.**T**O reach Bankers, Lawyers, Jobbers and
 Manufacturers try "THE COLLECTOR,"
 of Detroit, Mich.**D**AILY REPUBLICAN—Phoenixville, Pa.—
 Only daily, city of 9,000; proved circula-
 tion over 4,500 daily.**B**APTIST AND HERALD, Dallas, Texas.
 23,000 a week. In its 40th vol. Eastern
 office, 11 Tribune Building, N. Y.**96** PLANS a year of city and country
 houses. Single part, 10cts. 1 Year, \$1.
 Address THE BUILDER, N. Y. City.**C**OLLECTIONS EVERYWHERE. Will get
 references in your place. Address GEO. B. CHAMBERLIN, La Fayette, Ind.**T**YPE Measures, nonpareil and agate, by
 mail to any address on receipt of three
 2c. stamps. Address GEO. F. ROWELL & CO.,
 New York.**F**AMILY ICE MACHINES—Ice, etc., in a
 few minutes. Price, \$10 to \$185. Rights
 for sale by States. L. DERIGNY, 126 West
 25th St., New York.**Y**OU can own and run a local illustrated
 paper at a PROFIT. We will tell you
 how. PICTORIAL WEEKLIES COMPANY,
 26 West 23d St., N. Y. City.**2,500,000** ISSUED in 1891. Send
 for sample copy and
 advertising rates for 1892. GRIER'S ALMA-
 NAC. J. W. BURKE & CO., Macon, Ga.**T**EXAS BAPTIST AND HERALD, Dallas,
 Texas. The leading Baptist publication
 of the South-West. Now in its 40th volume.
 Eastern office, 11 Tribune Building, N. Y.

HIGHST ORDER Mechanical Engraving. J. E. Rhodes, 7 New Chambers St., N. Y.
PANTS CURED of wrinkles and baggy knees, quick. "Ideal Stretcher and Hanger." Simplest, cheapest, best, 20c, mailed; 3 for \$1. A. B. COGSWELL, Oswego, N. Y.

PAPER DEALERS.—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of PRINTERS' INK.

COLUMBUS, Ohio.—THE OHIO STATE JOURNAL, Daily, Weekly and Sunday, is credited with being the leading paper by all newspaper authorities. Daily, 12,000; Sunday, 15,000; Weekly, 22,000.

THE CHRISTIAN HOME AND COMMON-SENSE FARMER, Monthly. Low club rates. ADVERTISING RATES proportioned to proved circulation. CHRISTIAN HOME PUB. CO., Livingston, Tennessee.

THE SCHOOL JOURNAL, weekly (circulation 18,000), and TEACHERS' INSTITUTE, monthly (circulation 47,000), reach a large proportion of 300,000 teachers and school officers. Circulation proved. New York.

THE VOICE, published in New York City, is one of the 25 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 100,000 and 150,000 copies each issue.

REFLectors.—Frink's Patent Reflectors. The cheapest and best light known for lighting Churches, Halls, Stores, Store Windows, Factories, Offices, Press Rooms, etc., and general use. I. P. FRINK, 551 Pearl St., N. Y.

THE PRICE of the American Newspaper Directory is Five Dollars, and the purchase of the book carries with it a paid subscription to PRINTERS' INK for one year. Address: GEO. P. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

CARRY POSTAGE STAMPS in one of our little stamp cases, and they will not stick together, however warm the weather. Send us two 3-cent stamps for one, and it will save hundreds of stamps. MASON REGULATOR CO., 10 Central St., Boston, Mass.

WHY not advertise your goods to the medical profession? There is no better class of buyers. Write to THE MEDICAL WORLD, Philadelphia, for proof of largest circulation and best medium to reach the physicians of all parts of this country.

PAINTING.—Send for a free copy of "Chemistry of Paints." A 40-page book, containing 6 colored plates, showing hand-some color combinations for exterior work. Inclose 2 cents for postage. Address, HARISON BROS. & CO., Philadelphia, Pa.

A TWO-LINE NOTICE in PRINTERS' INK, under heading of Special Notices, is brought to the attention of over 50,000 advertisers every week for a whole year for \$2; 3 lines will cost \$75; 4 lines, \$104; 5 lines, \$130; 6 lines, \$150; 7 lines, \$182; 8 lines, \$200.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$10, he will be allowed a discount sufficient to pay for a year's subscription to PRINTERS' INK. Address: GEO. P. ROWELL & CO., Newspaper Advertising Agents, No. 10 Spruce St., New York.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$50, he will be presented with a complimentary copy of the American Newspaper Directory: a book of 1,450 pages, price \$2. G. P. ROWELL & CO., Newspaper Advertising Agents, 10 Spruce St., New York.

OH!—I have often wondered how it feels to be a millionaire. But stop, I've rich relations in Ireland. Perhaps I'm a "million-heir" now. I furnish ideas for designers, lithographers, advertisers and newspaper illustrations. Address: JAMES HANNERTY, care Nat'l Builder, Chicago.

EXCHANGE—Will exchange a paying weekly, well-equipped office in a good town in Northern Penna. for printing material—body and ad. type or a power press—to the amount equivalent to value of said office. J. K. SMITH & BRO., Monroeton, Pa.

\$1,000.00 FOR AN EDITORIAL NOTICE.—Every man who controls a newspaper will do well to read the offer printed in the issue of PRINTERS' INK for February 4th. Circular with full particulars sent on application to GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

THIS PAPER does not insert any advertisement as reading matter. Everything that does appear as reading matter is inserted free. The Special Notices are the nearest to reading matter that can be bought. The Special Notices are nearly as interesting as reading matter. The cost is 50 cents a line each issue for two lines or more.

THREE IS NO BETTER EVIDENCE of the value and popularity of a newspaper as an advertising medium than that attested by its "Want" or transient advertising. In this, as well as in point of circulation, the HARTFORD TIMES stands at the head of the newspapers published in Connecticut. Estimates furnished. Try it.

HERALD, SPRINGFIELD, MO.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 20,000; *the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation. THE HERALD, of Springfield, Mo., is included in this list.*

KNOXVILLE, TENN.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country; *the newspaper in each place that gives the advertiser the most for his money. On this list THE JOURNAL, Daily and Weekly, is named for Knoxville.*

NORWICH, CONNECTICUT.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country; *the newspaper in each place that gives the advertiser the most for his money. On this list THE BULLETIN, Daily and Weekly, is named for Norwich.*

THE MEDICAL BRIEF (St. Louis) has unquestionably the largest circulation of any medical journal in the world. *It shows its prosperity on its face. Compare its paper, reading matter, advertisements, etc., with any other medical journal of same price. We furnish, upon request, absolute proof of an excess of thirty thousand copies each issue.*

LOS ANGELES, CAL.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country; *the newspaper in each place that gives the advertiser the most for his money. On this list THE TIMES MIRROR, Daily and Weekly, is named for Los Angeles.*

THE AGE-HERALD, Birmingham, Ala., the only morning paper printed in the mineral region of Alabama. Average daily circulation, 7,500; average Sunday circulation, 10,000; average weekly circulation, 25,000. Population of Jefferson County, in which Birmingham is located, 100,000. For advertising rates address THE AGE-HERALD COMPANY, Birmingham, Alabama.

WHEN such leading advertisers as Starkey & Palen, Hood, Ayer, Scott & Bowne, W. L. Douglas, Beecham's Pill, Pear's Soap, J. S. Johnson & Co., Pozzani, Pope Bicycle Co., Hawk-Eye Camera, Scoville & Adams, Anthony, Plymouth Rock Pants and Oliver Ditson, patronize THE ARGOSY, an average of over \$1.00 each, *by the year and renew, is it not the best evidence of their appreciation of it as an advertising medium?*

**STRIKING THE
HAPPY MEDIUM**

We do that every day. It is our business to strike happy mediums for the advertiser.

* * *

We know these mediums thoroughly; their circulation, their character, the class they reach, the territory they cover.

* * *

THE AMERICAN NEWSPAPER DIRECTORY is one result of this knowledge. Profit to the advertiser is the other.

* * *

It is always cheaper to pay a reasonable charge to the man who knows how to do what you want, than to expend many times that amount for the painful experience that always follows inadequate preparation.

* * *

You wouldn't argue your own case before a jury. It's as great a mistake—*unless IT IS YOUR SOLE BUSINESS*—to do your own advertising.

* * *

Success demands concentration! You concentrate upon your business, we concentrate upon your advertising; you do what you can—we do the same.

There's harmony and effectiveness; they dovetail beautifully into profit: **YOURS—OURS.**

GEO. P. ROWELL & CO.,
Newspaper Advertising Bureau,
10 Spruce St., N. Y.



THE

3ESSENTIALS OF A SUCCESSFUL
ADVERTISING AGENCY

ARE

Ability to Write, Design and
Display striking and
attractive advertisements—to
get the best possible effect in
the smallest space.**Honesty** to work at all times
for the advertiser;
to be ever watchful to secure
him the best possible terms or
special bargains obtainable.**Capital** to pay all bills on the
day received, if found
correct; to secure the pub-
lisher from loss in the event of
failure of the advertiser.To secure these three essentials
Advertisers should addressGEO. P. ROWELL & CO.,
Newspaper Advertising Bureau,
No. 10 SPRUCE ST., N.Y.

PRINTERS' INK.
A JOURNAL FOR ADVERTISERS.
GEO. P. ROWELL & CO., PUBLISHERS.
Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two dollars a year in advance; single copies Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 50 cents a line; \$100 a page; one-half page, \$50; one-fourth page, \$25. Twenty-five per cent. additional for special positions—when granted. First or Last Page, \$200. Special Notices, Wants or For Sale, two lines or more, 50 cents a line. Advertisers are recommended to furnish new copy for every issue. Advertisements must be handed in one week before the day of publication.

JOHN IRVING ROMER, EDITOR.

NEW YORK, APRIL 1, 1891.

How soon does the advent of a man of ability into a firm which has been content to conduct its advertising in the same old rut make itself felt! Certain characteristics crop out everywhere, and the public comes to recognize and expect a certain individuality from this quarter. The firm name is signed as before to the advertisements, but there is a new motive power.

THE New York *Commercial Advertiser* in November, 1805, contained the following advertisements:

FOR SALE.—A black woman with a male child. Apply at this office.

The convenient line of stages for Philadelphia, Baltimore and Washington City starts from No. 1 Cortlandt St., at ten o'clock, and arrives in Philadelphia next day in the afternoon. Fare of each passenger, \$5; way passengers, 6 cents a mile. Eight passengers only admitted.

The only theater in the city at that time advertised: "Doors open at five; curtain rises at half-past six."

MR. J. F. PLACE, the advertising manager of the Rochester Lamp Co., has compiled an instructive table showing the amount of the various classes of advertising carried by the leading magazines in their March issues. This appears in full on another page and will interest advertisers who use this class of mediums. Mr. Place will contribute his remarks on magazine advertising in a future issue of PRINTERS' INK, giving other statistics which he has expended some time and effort in gathering.

THE amount of attention which has been given by the press and the public in general to the question of advertising by physicians is really not justified by the facts in the case. Whether the medical profession advertises or not is of comparatively small importance except as it reflects unpleasantly upon the entire business. Some of the leading advertisers were formerly physicians of high standing, and they naturally object to the odium which an old-fogy "code" attaches to their enterprize. There is being a change in opinion, however, which it is pleasant to observe. According to the New York *Times*, Dr. Jacobi, a leading New York medical man, in an address before a local association, said that he saw no objection to a physician inserting his "card"—containing his name, address and office hours—in a newspaper. If correctly reported, this represents a long step in the right direction.

IN PRINTERS' INK for March 25 a writer details his experience while investigating the feasibility of an association of publishers of leading journals who should guarantee the accuracy of the circulation claims put forth by members. The results were not encouraging. The fact is, publishers are not so much in the habit of telling definite lies about circulation as is supposed. Most of the great circulations claimed are as large as is asserted. The deception, if there is any, is in the character of the issues. The papers are printed and distributed. They may not be all sold and may not be read. If any one will take the pains to gather the names of a thousand positively leading journals of the United States, and then attempt to learn the actual average issue of each he will find about fifty willing and even anxious to tell; about fifty more can be persuaded to tell; another fifty will positively decline to give any information; a hundred and fifty will give answers which are more or less skillful attempts to evade the point at issue, and seven hundred out of the thousand will ignore the inquiry, no matter how pertinaciously it may be pursued. Nine times out of ten the circulation of a leading paper is supposed to be larger than it is, and the publisher, therefore, has something to lose and nothing to gain by making the public familiar with his actual issue. Such publishers do not lie about circulation; they

simply say nothing. Who has known the actual issue of the New York *Herald*, *Times* or *Tribune*, Philadelphia *Ledger* or Baltimore *Sun*, at any time these dozen years? The number printed on certain days may be told, but not the regular actual average edition. The reason why the facts are not told is because there is no advantage to be gained by the telling.

THE timid advertiser generally begins by cutting down his space; he either sacrifices features that would make his announcement attractive; omits most important statements which should appear, or both, in order to save an inch or a few lines, as the case may be. Then he debates long concerning the papers to be used, and is more apt to regard the price than the quality of the service offered him. And if, when he reaches this point, he does not finally decide to give it up, he proceeds with much fear and trembling—convinced after one or two insertions that he has made a great mistake, a little later that he is throwing away his money, and ere long probably seeks to cancel his orders to save greater loss. To begin right is the first and most important step toward success. "Whatever you do, do with your might." The dog that hangs his tail is already beaten. If you advertise, do it just as well as it can be done. Say the right things in the right way, and in an attractive form; use the best papers to reach the class of readers sought, and then keep on. The largest and most successful advertiser of the day borrowed from a friend a sufficient sum of money to pay for his first advertising in the daily papers of a Western city. His advertisement was good; it attracted attention and it paid. The proceeds were again similarly invested, and similar results followed. Nerve, or, as they say in the West, sand coupled with judgment goes a great way in advertising.

THE stingy advertiser—who does not know him? He visits the responsible agencies, or writes to them; asks for their advice concerning the best advertisements, and from some probably obtains proofs which cost no little time and money in their preparation, together with a list of papers recommended and prices to be paid. Most likely, upon the strength of this he expects to be presented with a copy of a

newspaper directory. If he is inexperienced, he is liable at this stage of the proceedings to write to each publisher whose paper has been named to him, requesting a price for the designated service, since "he prefers," he says, "to deal with the publisher direct, and save the agent's commission"; but after trying this once he learns to his cost that, however the order is placed, such letters are an expensive luxury.

Should he finally decide to employ an agency, he considers the prices already named too high, and requests that they should, at any rate in some cases, be "cut"; he cannot see why the agents should object to sending out his copy set a fourth wider than the ordinary measure and in agate type, although the publishers to whom it is sent all use nonpareil or brevier, and cannot possibly place it in the space contracted for. If he uses electrotypes he thinks it small to object because they overrun a few lines, and is sure publishers would not care if he were dealing with them direct. He doesn't see why he should be charged with postage on electrotypes any more than on letters.

If the estimate is for run of paper, he wants to stipulate *now* for position and a copy of the paper also to his address during the year. When reading notices are used and the space in lines is ascertained, he furnishes "copy" that can only be placed in that space in an unusually wide measure and in the very smallest type, which the publisher will be expected to insert "in reading matter type," even though the space he agreed to is doubled.

He is likely, too, to have an opinion that no paper, however large its circulation, can for any amount of space or time be worth more than, say, fifty dollars, and beyond that space he never trades.

The mean advertiser, like the mean man everywhere, is never a successful one. Publishers appreciate the situation, and in the long run he generally fails more emphatically in obtaining his money's worth than men of any other class. It is the liberal-minded man who always has the best advertisements, the best service, the lowest prices for the best papers, the best results and the best customers.

"The liberal devisheth liberal things, and by liberal things shall he stand."

A WOMAN'S OPINION OF SOME MODERN ADVERTISING.

The behavior of the advertisements on the elevated trains is a matter for reformers and lovers of the race to take in hand. That business enterprises should find it commendable to frame announcements setting forth their wares is by no means to be deplored, but that they should deem it necessary to put forth such unpardonable, ill-behaved messengers as they do is a matter to weep over. You enter an elevated train in the morning; you shake out your paper and hold it up; in doing so your eye alights on a framed placard opposite. It deals with the remarkable virtues of somebody's tobacco or soap, or lamp chimneys or perambulators. And it isn't content with informing you in terms of positive, yet dignified, modest assertion that the merit of these wares is the most remarkable instance of beneficence ever bestowed on a perverse and stiff-necked generation. No one could find fault with that calm statement of fact. But it starts out explosively something like this: "Don't you? If you don't, why don't you?" It takes you into custody, as it were, and stands, impertinent, with its finger in the buttonhole of your coat, waiting for your answer. Now, "The Woman" insists that nothing, either animate or inanimate, no matter how totally depraved it may be, has any right to make such an assault as that on the mind of a busy man. It's as bad as boxing his ears.

This violent, assertive variety of placard is bad enough, in all conscience, but there is a worse. It is the advertisement that greets you with the air of an old friend, and a confidential old friend at that. It leers out at you from its hanging-place with a disgustingly familiar wink. It slaps you jovially on the back, as if it had known you all your life. Assuming that it falls directly into your train of thought, it begins: "Exactly so. We thought so once. But we know better now." And then it goes on with the details of its enlightenment.

Sometimes it has another tack. It bids you a gay good morning, and then follows with a question your most intimate friend would not permit himself, on the soap-details of your morning bath. Or perhaps it assumes the office of family physician, and asks you where you got that sallow face and that tired

feeling. (And the worst of it is that from that moment you have both.) Or, if not the physician, it plays the old trick of the bullying lawyer who asks the witness if he has left off beating his mother-in-law. It insists on knowing why the women of your household have that faded look. Being a man of proper spirit, you respond quickly: "They haven't. Mind your own business." But you are annoyed. And you open your paper viciously, and with an unnecessary energy that sends your elbows into the sides of both your neighbors, and then there are three outraged men suffering from an attack of uncursed curses, which is a much sadder thing than the unkind kisses concerning which Mr. Oscar Wilde used to have more to say than he has now.

This is the worse variety of placard. But there is a worst. It is the pedantic, pedagogic, Dr. Panglossian announcement that aims at a literary flavor and lugs out all the saints in literature to set them a-dancing clown-like about a bottle of tomato ketchup or a package of smoking tobacco. Why, man, the impiety of it, the impiety of it! It's enough to split the sarcophagi of Chaucer and Milton and Shakespeare, and set their blessed shades, in sad and solemn liberty, with righteous retribution in their souls. Was it for this that their mothers gave them to the world, and the world bufeted them and led them sometimes in ways of sadness and solitude and sometimes in ways of joy and gladness and taught them how to sing?

These are not all the kind of advertisements, either, that make up the work for reformers. There is the illiterate advertisement, whose grammar is as bad as its morals, who tells you that "each one of us have learned the merits of this compound after their first trial"—even while you are still groaning in this trial. And there is the catchy "pink-trip-slip" verse that wriggles itself into your brain in a moment of ill-omen, and goes clickety-click, clickety-click with every motion of the wheels all the way down-town and that follows you down the street afterward and gets you stepping to its dreary rhyme and makes you wonder half the day whether it's you or your associates that are half mad. Then there's the lofty, patronizing advertisement, that doesn't descend to the vulgar level of the familiar one. It simply instructs you in an elevating

and superior way, quite like the leading article in a magazine, that it is quite probable that your attention has never been called to certain facts before, but that an instant's glance will inform a man of your "superior intelligence." All these and more there are, but the first ones are unspeakably the worst.—"The Woman About Town," in the *Evening Sun*.

WHAT THE EXPERTS CHARGE.

The New York correspondent of the *Charleston News and Courier* writes as follows :

"I met yesterday one of the gentlemen who has made quite a name for himself as the inventor of clever modes of advertising, and realizes every year a good income by the exercise of ingenuity in a field of which few people know anything, although it is now becoming more or less known through the efforts of the magazines to make people read the hundreds of pages of advertisements which they now bind up after the regular reading matter. This is the age of specialties. The gentleman I speak of first came into prominence among advertisement writers by the skill with which he wrote the advertisements of a famous clothing house. The firm in question spent a great deal of money upon newspapers, and employed this writer to devote his whole time to making up attractive advertisements, sometimes using pictures. I am told that the salary paid for this work was \$4,000 a year, but such is the money value of notoriety that it seems \$4,000 was not enough, for the happy man who could command such a salary from one firm gave it up and went into the business of supplying people with advertisements—terms upon application. He sent around letters to every large firm in New York, saying that he had written the famous "ads" of — & Co., and said that if any one wanted soap, ink, shoe-blacking, typewriters, sewing machines, champagne or any other commodity put before the public in as attractive and irresistible a shape as could be done in print, he was the man to do it. I am told upon good authority that the business is enormously profitable, and one can understand that when the returns for many businesses, such as that of patent medicines, for instance, depend almost wholly upon the skill of the advertising, such an expert's services would be

greatly in demand. There are more than fifty firms in New York to-day who spend \$100,000 a year in advertising, and each one of them can well afford to pay \$5,000 a year to make sure that their money is well used. This gentleman charges \$50 for making up a magazine page, such as may be found in the back part of the *Century* or *Harper's*, and this is his price whether you take the work he does or not. For a newspaper "ad" his prices vary from \$25 to \$50 a column, according to the work involved. Some time ago he sent to a certain soap manufacturer his idea of a page "ad" for a magazine ; it consisted simply of one big exclamation point in the middle of the page, and then down in one corner, in very fine type, a statement that — & Co. had sold fourteen million cakes of their laundry soap in 1889. The firm in question thought the charge was rather high, but they paid it.

"If they had refused to pay, the expert might have quoted the case of Meissonier, the famous French painter, who was once asked by a lady visitor in his studio to paint a small picture that she could take away with her in her carriage. Meissonier sketched off something in twenty minutes, and the delighted visitor asked how much she should have to pay him.

"Five thousand francs," said Meissonier.

"Why," exclaimed the woman, "five thousand francs ! It didn't take you half an hour."

"Madame," replied Meissonier, calmly, "it has taken me twenty years to paint that picture."

"In the same way the expert writer of telling advertisements might say that it had taken him twenty years to find out that a big exclamation point in the middle of a page would make people read the fine type at the bottom."

BEFORE the traveling man has left his hotel, the newspaper advertisement has had an interview with the purchaser. The buyer may have been out of town that day, but somebody's newspaper advertisement was in his pocket. The country dealer may be located much "out of the way," but the newspaper gets there, and gets attention. The canvasser may ring in vain, but the housekeeper is always "at home" to her favorite newspaper.

Miscellanies.

IN THE WANT COLUMN.

"I want to be an angel,"
The dear girl sang. "All eyes
Turned on the worldly wretch who said:
"Then why not advertise?"
—*New York Herald*.

The Correct Use.—Clergyman: Will you love, honor and cherish him, and, forsaking all others, cleave only unto him? Boston Bride—I shall.—*Puck*.

"I see that quite a number of our younger verse writers have taken to writing their songs in antique English."

"That is quite an appropriate setting to their ideas."—*Puck*.

"Don't let Bronson write my obituary," said the dying man.

"Why not?" asked the editor.
"He—knows—me—too—well," gasped the other.—*Munsey's Weekly*.

None of Them Got Away.—De Ruyter: What do you think of my little volume of fugitive verses?

Reeder—I think you made a great mistake in recapturing them.—*Puck*.

Mr. Hyde—Is there any money in writing poetry now?

Mr. Rondo—Well, there's more than there used to be.

Mr. Hyde—How so?

Mr. Rondo—There has been a cut of five cents a thousand in the price of envelopes.—*Smith, Gray & Co's Monthly*.

Visitor—What is your work?

Editor—I put heads on the articles that appear in the paper.

Visitor—And what does that stout fellow over there do?

Editor—He puts heads on the men who want to write articles for us.—*Munsey's Weekly*.

He—Do you enjoy reading the comic weeklies?

She—No. Life's too short to—

"Well, if life's too short, why don't you take — *?"

*This space can be had by any first-class humorous paper at very low rates.—*St. Joseph News*.

In the Sanctum.—"With what wonderful rapidity you dispose of your mail," remarked the Exchange Fiend, who had been watching in silent amazement the pale casts of thought which flit across our intellectual forehead. "The firm and unhesitating way in which you consigned that last batch of 'chestnuts' to the waste-basket reminded me irresistibly of Martin Luther repudiating the Diet of Worms."—*Smith, Gray & Co's Monthly*.

A MANY CURE SET.

King's Kough Killer.

Peck's Popular Pills.

Ring's Rheumatic Ripper.

Allen's Annihilative Anodyne.

Mullin's Microbe Mutilator.

Gouge's Germ Gerker.

Bains' Bacilli Bouncer.

All warranted to kill, rip, mutilate, etc., or money refunded with 10 per cent interest.—*Pharmaceutical Era*.



I.



II.



III.



IV.



V.

—*Puck*.

Talks with Advertisers.

No. 1.

The country paper!

What a power it is in the world, notwithstanding the humble position it occupies!

Few people—even among experienced advertisers—realize the extent to which it outnumbers all other classes of publications. It has been estimated that of the 18,000 papers published in the United States and Canada fully 10,000 are country papers. And out of this total 67 per cent are issued on the "co-operative plan," as it is called. Surely, no advertiser who hopes to make a stir in the world can overlook so large and influential a class of mediums.

"Kellogg's Lists"—which it is the mission of this page to bring to the attention of advertisers—comprise 1831 of the *better* class of country weeklies. One contract and one electrotype will put your advertisement in all these papers; and at a cost infinitely less than if you contracted with each separately.

Advertising in these lists can be made to pay handsomely—as the numerous testimonials from leading advertisers which we have been printing go to prove. In our weekly "*Talks with Advertisers*" we shall try to show how it can be *made to pay best*. We don't want your advertisement unless we think you are going to get your money back—otherwise it reacts unfavorably upon us.

A. N. KELLOGG NEWSPAPER COMPANY,

368 & 370 DEARBORN ST., CHICAGO.

TRIBUNE BUILDING, NEW YORK.

STILL THERE WAS METHOD IN IT.

The usual posters announced a coming of the circus to a Colorado town. In due course the company's advertising man appeared and called upon the disciple of Franklin who published the only local paper. "How much will it cost me for a whole page of your paper?" was his interrogatory. "Twenty-five dollars," came the answer. "Oh," was the reply, "that is too much; it is double what I paid in the last town. How much for a single column?" "Well," said the editor, "I shall have to charge you twenty-five dollars for that. To tell you the truth, I borrowed twenty-five dollars the other day and gave a note for it payable the day your circus is to be here. You can have a column or a page two times if you want it, or anything else in reason, but whatever you take it will cost you just twenty-five dollars, for you see I must get from you the money to pay that note. That was why I borrowed it."

COUNTRY papers are as necessary to the intelligent advertiser as are those published in large cities, if that advertiser has goods for sale which are of universal value. There are advertisers who use solely their local papers because they cater for a trade only within a small radius. Advertisers, however, who are endeavoring to dispose of their wares outside of large cities can hardly expect to accomplish this object except they communicate with the would-be buyers and consumers through the columns of the local weeklies. Country people cannot be reached by the papers of large cities, while almost every desirable person can be addressed through the local weekly.—Beals.

BEATTY Organs \$35 up. Catalogue FREE.
Dan'l F. Beatty, Wash'ton, N. J.

WOOD ENGRAVING PETRI & PELS
CATALOGUE FREE NEW YORK

REAM'S POSITIVE Hair Grower
is positive. Write REAM'S
MED. CO., South Bend, Ind.

SMITH MAKES ENVELOPES.
Send for
Prices. C. W. R. SMITH,
318 6th St., Phila.

\$1.00 Portraits—Made to order from
Photos. Cheapest newspaper cuts
made. Send for proofs. CENTRAL
PRESS ASSOCIAT'N, Columbus, O.

PASSENGERS ON 150 TRAINS
Daily see my RAILROAD FENCE SIGNS;
1 sign or 100, all inside Chicago.
Also Lithos in Depots.
S. W. HOKE, 225 Dearborn St., Chicago.

ADVERTISERS 1000 Names in W. Va.
taken from our subscription list, #2. Editor West
Virginia Methodist, Barboursville, W. Va.

**NO
BUM
WORK**

I GET UP IDEAS,
Comic Pictures, and
beautiful Outline Cuts.
Send me for package
of Comical Ideas.

FRANK MYERS, Art-
ist, Times BT'dg, N. Y.

BEAUTIFY Plant Fine Trees, Shrubs,
Roses, Fruits, etc. Get the finest
improved sorts, true to name.
Catalogue with superb Rose
plate, etc.

J. EUGENE WHITNEY,
Rochester, N. Y.
No inferior stock.

Books New Issues
every week
Catalogue
132 pages
free. Not sold by Dealers; prices
too low. Buy of the Publisher,
John B. Alden, 393 Pearl St., New York

Dodd's Advertising Agency, Boston,
265 Washington Street.

Send for Estimate.

RELIABLE DEALING. CAREFUL SERVICE.
LOW ESTIMATES.

ILLUSTRATED ADVERTISEMENTS,

THE WHOLE THING COMPLETE,
Idea, Writing and Drawing. I make them
for Pearline, Dr. Pierce, Chicago Corset Co.,
and others.

F. CROSBY, 822 BROADWAY, N. Y.

HINTS TO CLERKS.

"An exhaustive compilation of rules, advice, &c., for Employees in every branch of mercantile business, which should be zealously studied by every ambitious clerk."—Exchange.

Mailed upon receipt of six 2-cent stamps. Special price to merchants desiring a quantity to present to their clerks.

COLUMBIA PUBLISHING CO.
P. O. Box 272, Washington, D. C.

Do You Travel?

IF SO, the exact local railroad fares, distances and connections between all business towns throughout the U. S. and Canada, with population, hotel rates, and names of firms engaged in the different lines of trade in each, cannot fail to be interesting to you. "GIBB'S ROUTE AND REFERENCE BOOK" gives this. Specimen pages sent free.

GIBB BROS. & MORAN, New York.

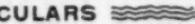
Extract from a letter which speaks for itself:

OFFICE OF F. B. MILLS, Seedsmen, |
THORN HILL, N. Y., May 28, 1890, |
Messrs. J. L. Stack & Co., Advertising Agents,
St. Paul, Minn.

DEAR SIRS—I am well pleased with your agency, and must say that I believe it to be the best. I have done business with a great many, but never before with so great satisfaction. I want you to handle all my advertising the coming year. Yours truly,
F. B. MILLS.

FIRE BRIGADE OF DARK TOWN
In colors. Funniest picture out.
Darkies everywhere. Laughable
Scenes. 25 cents by mail, post or stamp. A
\$1.00 Picture and Book Catalogue FREE.
SMITH PUB. CO., 281 Third Ave., New York.

FREE OF TAXES. Three \$50,000 National Banks in good North Texas towns organized by us, now net \$12 to \$22 per cent, free of taxes. Best big banks in cities. Rates higher, security better. Country fertile, crops good (cotton, wheat, corn, etc.) Many local business men interested. Many New England stockholders. 23 years' residence in Texas. Another similar bank now organizing, stock par \$50 and upward, sold. Circulars, statements, maps free. JOHN G. JAMES, PRES'T CITY NATIONAL BANK, Wichita Falls, Texas.

CIRCULARS 
SAMPLES
PAPERS AND SIGNS

Handed direct to the people, or nailed up, in Clay, Hamilton, York and Fillmore counties, Nebraska. \$2 per 1000.

H. L. Vradenburg, Sutton, Clay Co., Neb.

MUFFED. Our National Game in miniature. "Pigs in Clover" left to rust while people go wild over this most ingenious puzzle ever invented. Put up in attractive and durable styles; sells as fast as you can hand them out. This entirely new puzzle pronounced unequalled. Our old agents are just coining money with it. This is the first newspaper announcement of this invention. Agents, General Agents, Publishers who use premiums, etc. act promptly, and large profits, quickly and easily made, are yours. Sample and terms 25 cents. THOMPSON PUB. CO., M't's of "Muffed," 225 S. 6th St., Phila., Pa.

BUSINESS LITERATURE.

write little books, primers, pamphlets and folders for advertisers; also furnish appropriate illustrations, superintendent printing and deliver the whole job complete. Those who haven't the money, or the time, to pay shorttized to pay for good work will please not trouble me for particulars. Some neat primers sent free to the other kind.

A. L. TEALE, Writer of Advertising, 33 W. 33rd St., New York.

AUSTRALIAN. Australian contracts for advertising, we should like you to write to us for an estimate. We guarantee to save you money, for, being on the spot, we can do advertising cheaper than any other firm at a distance. All papers are filed at our bureaus, and every appearance is checked by a system unparalleled for accuracy. On application we will prepare any scheme of advertising desired, and by return mail will give our estimate. We desire to be understood that we are the Leading Advertising Firms in the Southern Hemisphere. Established over a quarter of a century. F. T. WIMBLE & CO., 369 to 373 George St., Sydney, Australia.



*Study Law
At Home.*

Take a course in the Sprague Correspondence School of Law. Send ten cents (stamps) for particulars to

W. C. Sprague, L.L.B.
216 Whitney Block,
Detroit, Mich.

Adver's Written.

WM. BUTT,

917 Market St., Philadelphia, Pa.

MOSES

For seventy cents we will mail to any address copy of "Poems, Sketches of Moses Traddles," a book of poems, humorous, pathetic, acceptable.

Dealers who wish copies will be supplied wholesale at the rate of \$6.00 a dozen; expressage collect. Address all communications,

THE TRADDLES CO.,
Cincinnati, Ohio.

TRADDLES.



OVERMAN WHEEL CO., MAKERS,
CHICOPEE FALLS, MASS.

BOSTON WASHINGTON DENVER SAN FRANCISCO

A. G. SPALDING & BROS., Special Agents,
Chicago, New York and Philadelphia.

ALLEN'S MILLION.

Allen's Lists guarantee and prove over one million circulation each month.

Should less than one million copies be printed and circulated in any month, I agree to make a discount in exact proportion to each advertiser; this has been a standing offer for years, and is unparalleled, no other publisher in America having had sufficient faith in his willingness and ability to perform, to compliment me by imitation. You can reach about one-fifth of the rural population of the United States through Allen's Lists.

Furthermore, the periodicals of Allen's Lists reach the better classes of the rural masses who subscribe, and who pay good prices, because they want them in their homes—because they are interesting and useful in the family circle. The periodicals of Allen's Lists are never thrown around; few periodicals are circulated with such extreme care.

THE TEST.

Special test ads. were run by a considerable number of the great proprietary houses before making contracts with Allen's Lists; their advertisements are now to be found in these lists the year round—look and see.

We court the test, especially the comparative, competitive test. When the test is comparative, Allen's Lists usually stand, not near the head, BUT AT THE HEAD.

My claim to patronage—results to the advertiser.

Forms close the 18th of each month prior to the date of the periodicals.

E. C. Allen, Proprietor of "Allen's Lists,"
Augusta, Maine.

"Goodness! How She Grows!"

19,681

Copies of the January, 1891,

FARM-POULTRY

We were Compelled to Print.

ADVERTISERS ARE YOU AWARE

how many families, of the well-to-do, purchasing classes, living within ten miles of all large cities, in the suburbs of large towns, in villages (as well as live farmers) keep a few hens?



THEY ARE A
BUYING PEOPLE.

Moral: Advertise in
Farm-Poultry.

For Rates and Sample Copy address
FARM-POULTRY, 22 Custom House St.,
BOSTON, MASS.



A \$3,000 COTTAGE.

NEW DESIGNS FOR 1891.

My complete list of new publications for 1891 is as follows: In addition to one "classified" in designs, each book (except No. 39) contains 14 designs of various costs, making 36 designs in each book. Large views, floor plans and full descriptions are given.

Book No. 19	contains	25	Designs of \$	1,000	Cottages
44	"	30	"	1,500	Cottages
44	"	31	"	2,000	Cottages
44	"	32	"	2,500	Cottages
44	"	33	"	3,000	Cottages
44	"	34	"	3,500	Cottages
44	"	35	"	4,000	Cottages
44	"	36	"	4,500	Houses
44	"	37	"	5,000	Houses
44	"	38	"	5,500	Houses
44	"	39	"	6,000	Houses
44	"	31	"	7,500	Houses

Book No. 38 contains 20 Designs of Double Cottages and 20 Designs of Stables.

Book No. 39 contains 36 Designs of Ten Thousand Dollar Homes.

Price per One book, \$1; any 4 books, \$3; any 7 books, \$5; full set (15 books), \$10. Mailed, all postage prepaid, on receipt of price. Address

R. W. SHOPPELL, Architect,
63 Broadway, New York.

Mention this paper.

LAND:

Companies and Individuals having land for sale, who may wish to advertise the same, at a moderate cost, and in a field not worked to death, will do well to correspond with me.

"It will pay you to write me."
B. L. CRANS, 10 Spruce St., New York.

IF YOU ARE THINKING OF Advertising in England,

we shall be pleased to correspond, to quote or to advise. We already act for numbers of leading American firms. Shall we hear from you?

SMITH'S Advertising Agency,

**132 FLEET ST., E. C.,
LONDON, ENGL.**

"**SUCCESSFUL ADVERTISING**"
(11TH EDITION)

is the best guide to British advertising.
Sent prepaid for 50 cents.

USE THE **MAY**
NUMBER OF



A Regular Edition, which will be read by
OVER A MILLION WOMEN,
and which

**GOES TO OVER
250,000 HOMES**

Its constituency represents a progressive class of ladies who are

**Good Buyers
At All Seasons.**

Forms close April 20th. Ask your agent for estimate, or write direct to

S. H. MOORE & CO.,

PUBLISHERS,

27 PARK PLACE, NEW YORK.

ELGIN, Ill., July 23, '90.

"The American Home," Danvers, Mass.:
A paper I cannot do without. It fills the
promised place in the home.

E. ANNIE BIRGE.

You can

Reach

more than

25,000

of such well-pleased housekeepers as
E. Annie Birge, in

*The
American Home,
Danvers, Mass.*

Rates, 20c. per agate line.

1 OF A LINE

We recently* prepared a list of HOME PRINT weeklies for a patron, which, when computed on the basis of circulation as given in Ayer's Am. Newspaper Annual for 1890, showed the cost per line to be only ONE-FIFTH (1-5) OF A CENT for EACH ONE THOUSAND (1,000) CIRCULATION.

For such valuable mediums as a selection from the best of the all-home print county weeklies, this is a rate which should command the attention of advertisers who are seeking economical methods for reaching the homes of people living outside of the cities. We invite inquiry from advertisers regarding our facilities for handling business in the home print papers in any part of the United States.

NELSON CHESMAN & CO.

ESTABLISHED 1874 - INCORPORATED 1880
Newspaper Advertising Agents.

Business Office, 1127 Pine St., St. Louis, Mo.
Branch Office, 44 Bowditch St., New York City.

Every one likes a good story. The NEW YORK LEDGER prints good stories—as well as instructive sketches. Therefore every one likes the

NEW YORK LEDGER.

MORAL:

A word to wise advertisers is sufficient.

ST. LOUIS

JOURNAL OF AGRICULTURE

Guaranteed 41,750 } Weekly
TO PAID IN ADVANCE SUBSCRIBERS. Issue

We will GUARANTEE 41,750 copies to Paid Subscribers and 6 times more circulation to Paid Subscribers than any weekly agricultural paper in St. Louis, or ask no pay for advertising.

WE ISSUE from 35 to 50 per cent. more papers to Paid Subscribers every week than any paper of our class west of Ohio.

See the Advertising Agents for terms, or
—address—

Journal of Agriculture

ST. LOUIS, MO.

USE
WILSON'S INK
 IF YOU WISH TO HAVE YOUR
 PAPER WELL PRINTED.

Every issue of this paper has been printed with Wilson's Ink.

See New York *Life*, printed with Wilson's Fine Cut Ink.

The Wilson Inks are guaranteed to be satisfactory.

Send for special prices and discounts.

*W. D. Wilson Printing Ink Co.
 (LIMITED),
 140 WILLIAM STREET,
 NEW YORK.*

"Why Do You
 Advertise in Newspapers?"

What constitutes the ideal newspaper? Is it not the one that presents the news—the facts without wordy, tiresome, descriptions—in the most concise pleasing manner? Is it not a paper that will enable busy men to grasp the situation in the briefest possible time? Why do people read newspapers—to kill time or get the news? Wouldn't you rather advertise in a paper that is really handled, and that scintillates with bright, brisk, breezy journalism, than an unwieldy blanket sheet? If so, you will find your ideal in

The Daily Continent,

16 PAGES DAILY.

32 PAGES SUNDAY.

It is a live paper. Energy and nerve characterize its management. Its size is unique, handy. The news is put briefly and graphically. Society, politics, local pride, National issues, sporting events—everything that appeals to warm blood is handled with vigor.

FRANK A. MUNSEY,
 229 Broadway, New York.

OUR CONTRIBUTORS ARE Litterateurs, Capitalists, Cowboys, Scouts, Miners, Indians, in other words, people who are familiar whereof they write, and tell their stories in their own quaint way. You cannot afford to miss this.

20 GEMSTONES FROM THE ROCKIES

20 finely cut and polished Gemstones given free as a premium to each new yearly subscriber ordering within 30 days, as follows:

Goldstone, Silexified Tiger Wood, Striped Onyx, Tiger Eye, Jasper, Carnelian, Green Crocidolite, Pink Crocidolite, Ribbon Agate, Jewel Onyx, Green Moss Agate, Satin Spar (the Peer of Moonstone), Tree Agate, Montana Agate, Mosaic, Striped Agate (Ladies' Brooch), Agate Sets (Sleeve Buttons), Cameo, Bloodstone.

Each Gemstone is honestly worth 50c., and some cannot be bought for \$1 each of any jeweler, and the total value is over \$10. You naturally say, "Can this be true?" We positively guarantee to refund your money if you are not fully satisfied. Our reason for offering this costly premium is: We must advertise to get others to advertise with us, and by this method we will have a national circulation quicker than by any other method that we know of, and our conclusions are based on facts by trial experiments.

The Great Divide for April will contain a weird love story (illustrated), entitled

A Geode of Griddle Gulch,

By JUDGE L. B. FRANCE.

Wonderful Stories of Lost Mines of fabulous wealth, Sketches of Ranch Life, Minerals, Gems, how Gold and Silver are mined, and general descriptive articles on the Great West. Illustrated and printed on fine paper in a most elegant manner. Sample copy only 10 cts. Send **ONE DOLLAR** to-day for a year's subscription, and the 20 gemstones, securely packed, will be sent, postpaid, same day your order is received.

Testimonials.—"Gems received, gems indeed."—Prof. J. W. H. Canoli, N. Y. College of Archaeology, etc. "I have received your little cabinet of cut stones, which are gems in their way. The wonder is how you can afford them at such rates."—Dr. J. H. Chapin, St. Lawrence University, Meriden, Conn. Always address DEPT. 10 THE GREAT DIVIDE, 1624 LARIMER ST., DENVER, COL.



Gives large value
 for small cost.

Wealth, Sketches of Ranch Life, Minerals, Gems, how Gold and Silver are mined, and general descriptive articles on the Great West. Illustrated and printed on fine paper in a most elegant manner. Sample copy only 10 cts. Send **ONE DOLLAR** to-day for a year's subscription, and the 20 gemstones, securely packed, will be sent, postpaid, same day your order is received.

Testimonials.—"Gems received, gems indeed."—Prof. J. W. H. Canoli, N. Y. College of Archaeology, etc. "I have received your little cabinet of cut stones, which are gems in their way. The wonder is how you can afford them at such rates."—Dr. J. H. Chapin, St. Lawrence University, Meriden, Conn. Always address DEPT. 10 THE GREAT DIVIDE, 1624 LARIMER ST., DENVER, COL.

TO POINT
A MORAL . . .

OR ADORN
A TAIL . . .



A PLAIN UNVARNISHED TALE

is what we desire to bring to the ears of advertisers. Twice we have told you through these columns about the big special editions of "The National Tribune" appearing on March 26, April 2, April 9 and April 16. There is still time to get in "copy" for the last two of these issues.

On each of these dates we shall send out 250,000 copies. Our rates remain at 70 cents an agate line. Where can you get anything like so much circulation for so little money?

Remember, the time is short. If you want to get in, you must speak quick.

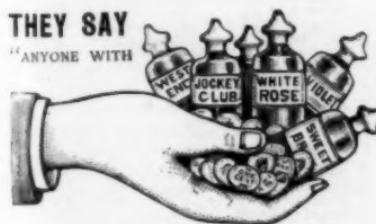
THE NATIONAL TRIBUNE,

NEW YORK OFFICE, 68 PULITZER BUILDING.

WASHINGTON, D. C.

THEY SAY

"ANYONE WITH



Can make money, but it is another thing to keep it," and anyone can advertise, but everybody does not make it successful.

If you are successful in getting returns from general mediums you will be DOUBLY SO, when you decide to use the columns of COMFORT.

COMFORT is a common sense paper, and it took but a handful of common sense to start it, and hardly

more than that to keep it going; but its great success lies in the fact that it is just "common sense" enough; so, when we get a subscriber or an advertiser, they stay with us right along. OUR RENEWALS are REALLY SURPRISING. Surely Comfort acts as a "Magnet on All Mankind."

It does not attract one year and lose its power the next.

Its patrons do not drop out, one by one, but stay in and get others in.

Are you in it? It is a common sense monthly for advertisers, and a handful of COMMON SENSE will pay for a trial advertisement. Space at the agencies, or of

THE GANNETT & MORSE

CONCERN,

AUGUSTA, - - - MAINE.



Sunday School Times,
PHILADELPHIA.
Presbyterian.
Lutheran Observer.
National Baptist.
Christian Standard.
Presbyterian Journal.
Ref'd Church Messenger
Episcopal Recorder.
Christian Instructor.
Christian Statesman.
Christian Recorder.
Lutheran.

BALTIMORE.
Baltimore Baptist.
Episcopal Methodist.

The Advertising Solicitor

Is not the only one in the transaction open to the charge of talking inconsistently about advertising. Here are two statements made by an advertiser in the course of one interview:

1—"I don't believe it pays to advertise in religious newspapers. Your people never read the advertisements."

2—"We have a number of good customers among Presbyterians and we cannot hold their trade unless we advertise in The Presbyterian."

Probably the latter is true also of Baptists, Lutherans, Methodists, etc., for this advertiser for many years has used and is still using our Philadelphia List of papers.

We would rather not have an advertiser's card if our papers will not pay him. But if he has an article that appeals to well-to-do householders, and properly advertises it in these papers, it will pay him.

Write to us about what you have to advertise.

One
Price
Advertising
—
Without Duplication
of Circulation
HOME JOURNALS 14 BEST WEEKLYS
Every Week
Over 260,000 Copies
—
Religious Press
Association
Phila



OVER 300,000 READERS OF
PRINTERS' INK.

For the purpose of bringing PRINTERS' INK to the attention of all classes of business men, arrangements have been made to send sample copies at the rate of 20,000 a week until the following lists have been addressed.

In every sample copy sent there will be folded a subscription blank.

For the next three months the circulation of PRINTERS' INK is certain to be more than 40,000 copies, and likely to be less than 50,000 copies, each issue.

The entire circulation is among advertisers, or people who ought to be advertisers.

INCORPORATED 1885.

RAPID ADDRESSING MACHINE COMPANY,
57, 59 & 61 Park Street.

Trade Lists Compiled from R. G. Dun &
Co's Reference Book.

NEW YORK, Jan. 16, 1891.

Messrs. G. P. ROWELL & CO.,
New York City.

GENTLEMEN—We respectfully submit to you the number in our trade lists as requested by you.

Architects.	3,000
Agricultural Implements.	13,964
Boiler Makers.	553
Brewers.	2,816
Books and Stationers	7,600
Boots and Shoes.	20,200
Car, Ship and Bridge Builders.	30,109
Confectioners and Bakers.	1,529
Carriage Makers.	16,914
Crockery Dealers.	3,480
Clothers.	10,719
Dry Goods.	13,419
Drugs, rated K and up.	17,709
Distillers.	1,590
Engineers and Contractors.	5,210
Grocers.	43,325
Home Furnishing.	9,786
Hardware.	12,392
Jewelers.	20,381
Shirt Manufacturers.	800
Prom. Insurance Agents.	22,300
Furniture.	7,230
Machinery.	6,400
Men Who Think.	10,000
Tobacco and Cigars.	1,000
Investors.	15,000
Board of Trade.	32,000
	307,517

Will address your Wrappers, 20,000 per week..... at \$2.00 per M
Wrap and Mail..... " 1.00 "

\$3.00

Yours truly,

F. D. BELKnap,
Rapid Addressing Co., 314 Broadway, N. Y.

NEW YORK, January 16, 1891.
Rapid Addressing Co.,
314 Broadway, New York City.

GENTLEMEN—We have your favor of even date.

Please go ahead with the work of addressing wrappers for us to the trade lists named by you—307,517 names; to be delivered in lots of 20,000 each, one lot each week until the lot is finished; the first lot to be delivered on the 24th inst. Very respectfully,

GEO. P. ROWELL & CO.

Advertising rates in PRINTERS' INK are 50 cents a line, or \$100 a page, each issue.



Keep up
With the
Procession

That's what the

DENVER REPUBLICAN

does, and in fact HEADS it. THE REPUBLICAN has not only demonstrated its ability to secure but to hold the lead in the matter of Colorado papers, against all comers and competitors. It possesses the entire confidence of a powerful constituency is one reason why it PAYS its advertising patrons so well, but it is not the ONLY reason. Circulation is, likewise, a vital point. The actual average **Circulation for February, 1891**, was as follows:

1.....	22,800	8.....	23,050	15.....	23,850	22.....	24,400
2.....	14,500	9.....	14,450	16.....	14,650	23.....	15,200
3.....	14,470	10.....	14,750	17.....	14,775	24.....	15,250
4.....	14,650	11.....	14,770	18.....	14,900	25.....	15,200
5.....	14,600	12.....	14,950	19.....	15,000	26.....	15,200
6.....	14,600	13.....	14,800	20.....	23,850	27.....	15,200
7.....	15,450	14.....	15,050	21.....	15,100	28.....	15,300

TOTAL, **451,990** COPIES.

Daily average.....	16,142
Sunday average.....	23,525
Weekly average.....	6,000

You give the order—the paper does the rest.

48 Tribune Building,

NEW YORK.

509 "The Rookery,"

CHICAGO.



PROVED CIRCULATION
(TRADE MARK)

CHICAGO.

THE Saturday Blade.

200,000 COPIES WEEKLY.

\$1.00 PER LINE, NET.

It is with no disguised pride that the SATURDAY BLADE of Chicago accepts the credit of being the most phenomenal newspaper success of the age, and of having a larger circulation than any other Weekly Newspaper published in America.

300,000 Copies Weekly

Is the combined circulation of the CHICAGO LEDGER and SATURDAY BLADE, proved each week by P. O. receipts, cash receipts from sales and subscriptions, and also by paper used.

Any advertising contract cancelled at any time at pro rata rates.

CHICAGO.

THE Chicago Ledger.

100,000 COPIES WEEKLY.

50c. PER LINE, NET.

We Provide the Paper, 



You Make the Test,

And it will prove to you what it has to
others, that

THE SAN FRANCISCO
DAILY  CALL

Is the Best Advertising Medium on the Pacific Coast.—Established 37 years.—Clean, reliable, influential, read in the homes of the people, it is the GREAT FAMILY NEWSPAPER of CALIFORNIA, with an

 ACTUAL CIRCULATION OF 

55,063 DAILY,

57,742 SUNDAY,

22,846 WEEKLY.

For rates, sample copies and

unquestionable proof of our statements,

— ADDRESS —

F. K. MISCH,

EASTERN MANAGER,

90 POTTER BUILDING,
NEW YORK.

"Perseverance and Pluck Better Than Riches and Luck."

The history of that sprightly and prosperous daily, THE BUFFALO TIMES, is the personal history of its progressive proprietor. Norman E. Mack is a young man of Scotch ancestry, and embarked in the newspaper business as publisher of the SUNDAY TIMES September 7, 1879.

Once on a solid foundation, he undertook the more hazardous enterprise of establishing a daily edition. THE BUFFALO DAILY TIMES appeared on September 13, 1883, as a two-cent paper well received, but gaining a place on its merits, as all newspapers must do. Mr. Mack soon realized that to obtain not only circulation but an influence that would command the respect and support of the people, a daily newspaper must of necessity, in a city like Buffalo, become affiliated to, and appear as the representative of one of the two great political parties that to-day control the destinies of the country. Acting upon this principle, in October, 1884, the fortunes of THE BUFFALO TIMES were cast with that of the Democratic party, a course of action decidedly pleasant to Mr. Mack, who had always been a Democrat and identified with the interests of that great party. How wise his judgment was upon this point will be readily recognized by a perusal of the following article which appeared in a Buffalo contemporary some time since :

One of the prominent features of a political campaign sometimes noticed in this as well as in other large cities, is the consequent results brought about in the circulation of party newspapers, and especially those caused by the support of or opposition to some leading candidate. This is especially the case in a Presidential year. Among the local changes few have ever been more significant than the result in the case of our daily and Sunday contemporary, THE TIMES.

In the spring of 1887, a new Hoe perfecting press was added, and by June 5th of that year it was in position and turning out papers as fast as any press now running in Western New York.

Mr. Mack then made a very shrewd and opportune move. He secured the Associated Press franchise owned by The Courier company on account of The Evening Republic, and by so doing THE TIMES secured a reliable and most important telegraphic news service. The result was the presentation to the public of Buffalo of a penny paper furnishing, in addition to all the local news, the news of the world supplied by the leading telegraphic press service of the country.

But it was not until the national party conventions had been held and the campaign of 1888 begun, that the great opportunity of THE TIMES was opened to it by well-known political changes in other quarters. By these changes THE TIMES had everything to gain and nothing to lose. Being a straight Democratic paper, the complete withdrawal from the field of its only competitor, The Evening News, which had been for years to all intents and purposes a Democratic sheet, left that field wide open to THE TIMES, undivided and without any competition whatever.

Mr. Mack quickly realized the situation and as quickly took advantage of it. Now THE TIMES began to revel in a boom that was indeed a boom, and its increase has been so rapid as to be a theme of comment everywhere.

Later events have still further proved the wisdom of the course adopted by Mr. Mack, and to-day he has the proud satisfaction of publishing the only afternoon Democratic newspaper in Buffalo, having a daily circulation of about 40,000 and rapidly increasing. Its advertising patronage is unequalled in that city, including, as it does, all the leading advertisers, both local and foreign, who readily recognize the fact that the Democratic masses of Western New York must be reached through the BUFFALO TIMES and cannot be reached through any other paper. In fact it has become an accepted axiom that where you will find a Democrat there you will find THE BUFFALO TIMES.

Its present press room facilities are practically unlimited, and it is but a question of a short time when its rapidly increasing circulation will place it many thousands ahead of its nearest competitor in the newspaper field of Buffalo and Western New York.

